

Brand Basics Checklist

What every new business needs before setting up marketing. Fill your checklist out as you establish the visual, messaging and contact identities of your business.

Art

- ☐ Logo
- ☐ Colors: _____
- ☐ Fonts: _____
- ☐ Headshots

Message

- ☐ Business Name: _____
- ☐ Business Tagline: _____
- ☐ Boilerplate Description: _____

- ☐ Keywords: _____

Contact

- ☐ Website Domain: _____
- ☐ Business Email: _____